



Performance Measurement: What the Marketplace Requires

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October 30, 2008*

The Business Imperative

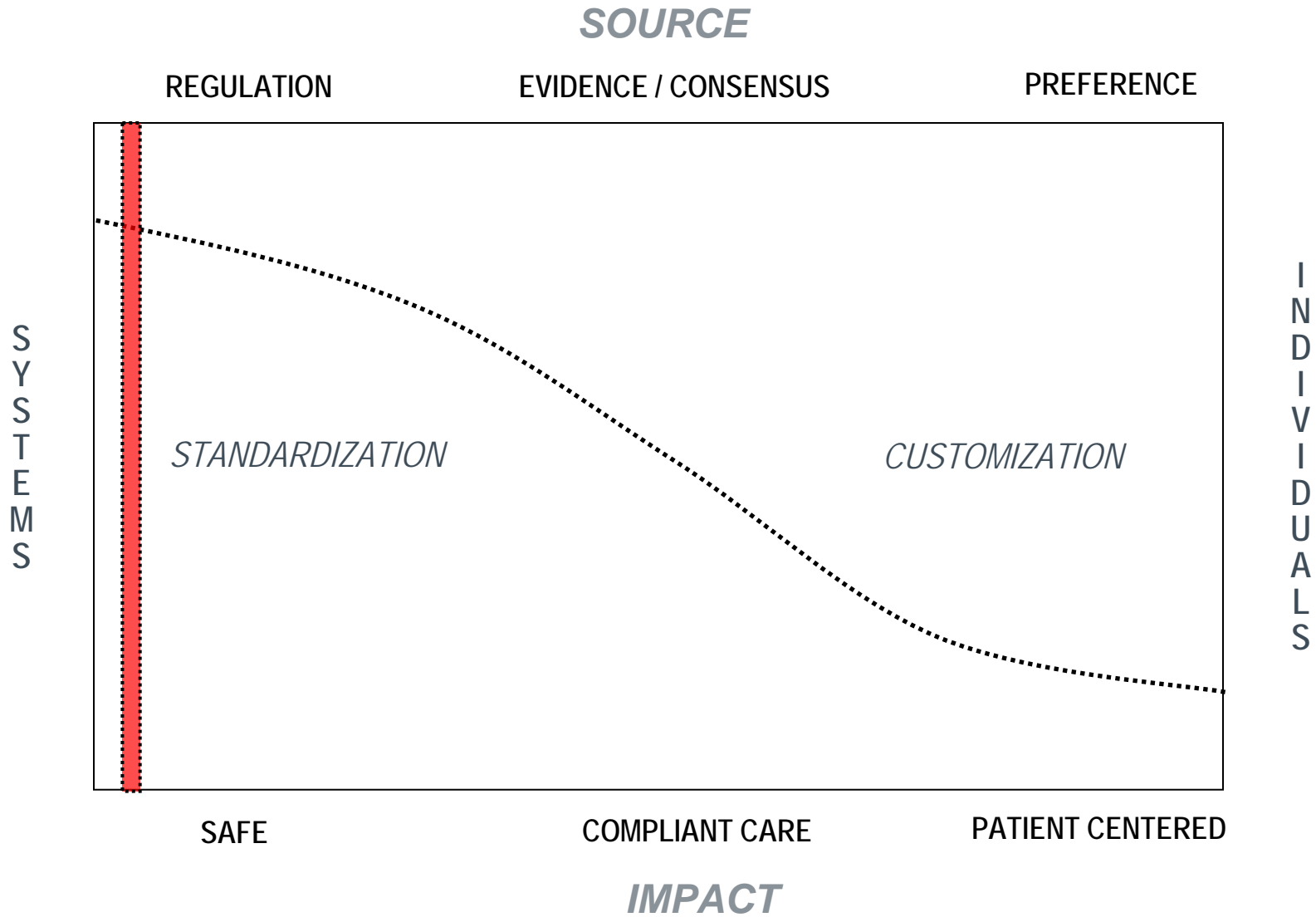


Employers Are Demanding:

- **Better Value**
- **Adherence to EBM Guidelines**
- **Effective Consumer Engagement**
- **Affordability**

Over 30% of the incremental value of health care is locked in a single consumer selection decision

Performance Measurement



Treatment Decision Support Focus



- Preference Sensitive
- Multiple Treatment Options Available
- High Variability
- Prevalence
- Cost
- Reliable Data on Effectiveness, Side Effects, Complications

